

# ABSTRACT OF THE DISCLOSURE

When one viewing condition parameter is applied to all pixels, a visual effect between a single color and a background expressed on a rasterized image cannot be reflected on a color matching result. To prevent this, when color matching using a human color appearance model is to be performed, the distance between an image and a viewer and the resolution of the image are input. On the basis of the input distance and resolution, a stimulus region, adjacent region, and background region based on a plurality of field angles (e.g., 2°, 4°, and 10°) for a pixel of interest on the image are defined, thereby determining a viewing condition parameter and performing color matching.